

I Claim:

1. A combination label holder and sign, which comprises
 - (a) a label holder component of extruded plastic construction and comprising a mounting clip portion and a label holding portion,
 - 5 (b) said label holding portion comprising front and back panels joined along bottom edges of each and separable at top portions thereof to accommodate insertion of a label,
 - (c) a thin, flexible hinge integrally joining upper portions of said label holding portion and said mounting clip portion to accommodate limited pivoting movement
 - 10 of said label holding portion relative to said mounting clip portion,
 - (d) said back panel having a pair of spaced apart, horizontally disposed channel-forming flanges thereon defining a sign mounting channel extending over the full width of said back panel, and
 - (e) a sign component formed of sheet plastic material and comprising a tongue-
 - 15 like mounting portion and a sign portion disposed at right angles to said mounting portion,
 - (f) said sign portion being printed on both sides thereof,
 - (g) said tongue-like mounting portion being snugly slidably received in said sign mounting channel to mount said sign component with the sign portion thereof
 - 20 extending at right angles to and forwardly of said label holding portion.
2. A combination according to claim 1, wherein
 - (a) said label holding portion has a predetermined vertical dimension, and

(b) said sign portion has a vertical dimension substantially greater than the vertical dimension of said label holding portion, whereby portions of said sign portion extend substantially below lower edge portions of said label holding portion.

5 3. A combination according to claim 2, wherein

(a) the tongue-like mounting portion of said sign component has a vertical dimension less than the vertical dimension of said label holding portion.

4. A combination according to claim 3, wherein

10 (a) the vertical dimension of said sign portion is a multiple greater than two of the vertical dimension of said tongue-like mounting portion.

5. A combination according to claim 1, wherein

15 (a) said clip portion is adapted for mounting in fixed relation on a display structure, and

(b) said label holding portion and said sign component are adapted for swinging movement relative to said clip portion.

6. A combination according to claim 1, wherein

20 (a) said channel-forming flanges are formed on a back surface of said back panel, and

(b) an upper one of said channel-forming flanges is connected to said flexible hinge.